



THE GREENPOP FOUNDATION

ADVERSITY INTO ACTION

2020/21 YEAR IN REVIEW



Greenpop

JOIN THE TREEVOLUTION

ADVERSITY INTO ACTION

Ecosystem degradation

Climate change

Biodiversity loss

Food shortages

Covid-19 Pandemic

Eco-Anxiety



IN THE MIDST...

of unprecedented challenges in 2020, the global community, including The Greenpop Foundation, faced an unparalleled shift in the way we live and work. The COVID-19 pandemic significantly impacted our organization and partners, prompting us to reevaluate our strategies and pioneer innovative approaches to execute our programs. Instead of succumbing to anxiety, we took proactive steps to navigate these turbulent times, both globally and locally. We went back to the drawing board and embarked on a journey of adaptability, leveraging online platforms, and continued to inspire our unique vision of a more beautiful world.

The COVID-19 pandemic and the imperative safety measures imposed by our government rendered traditional forms of community

engagement, such as our tree-planting events, garden days at schools and workshops, unfeasible. Our partners, particularly those in rural communities, grappled with resource constraints and economic disruptions, leading to reduced funding opportunities and community involvement. Nevertheless, our dedicated team continued to explore innovative solutions to surmount these challenges, ensuring that our programmes maintained their momentum.

Throughout 2020, The Greenpop Foundation remained unwavering in its commitment to promoting sustainable living and environmental conservation.

Here are some of the key highlights from our activities:

Platbos Forest Restoration Project: In 2020, we continued our steadfast support for the restoration of the Platbos Forest Reserve in South Africa. We planted over 9,000 trees



and fervently communicated these efforts to raise awareness about the critical importance of forest conservation within our community. Although, for the first time in a decade, we were unable to host our annual Reforest Fest, the team at the Platbos Forest Reserve assumed the responsibility of planting all the intended trees through 2020.

Mulanje Landscape Restoration Project:

Our collaboration with the Mulanje Mission Hospital in Malawi persisted in 2020. We extended our support to training local communities in sustainable agriculture practices, championed soil conservation, and planted over 3,500 trees.



Mistbelt Habitat Restoration Project: Our enduring partnership with the Cape Parrot Project, a project of the Wild Bird Trust, in Hogsback in the Eastern Cape of South Africa, continued to thrive. We championed the conservation of the critically endangered Cape Parrot through Mistbelt Forest restoration, which included alien vegetation management and the strategic planting of tree species essential for the Cape Parrot's feeding and breeding habitats. Our efforts extended beyond planting trees; they encompassed community engagement, establishment of tree nurseries, and provision of tree propagation training to community members.

We also sourced seedlings from local community nurseries for subsequent restoration initiatives, empowering local communities and fostering a sense of ownership over the restored areas.

Family Food Gardens: In 2020, we proudly launched the Family Food Gardens (FFG) initiative in partnership with Urban Harvest. In response to the prevalent food insecurity challenges in the Western Cape, Greenpop initiated FFG to champion food security and community resilience. This project supports high-density communities in establishing their own food gardens, promoting sustainable agricultural practices, enhancing access to healthy and nutritious food, fostering social connections, and creating business opportunities.

Contract Work: In 2020, to ensure our continued resilience, Greenpop explored environmental work aligned with our expertise and mission. We engaged with various local and international projects, including our collaboration with IUCN's PANORAMA solutions. PANORAMA serves as a digital community platform for disseminat-

ing information on worldwide nature-based solutions (NBS). Greenpop's role involved contributing to the establishment of a global database showcasing best practices and innovative solutions for tackling environmental challenges such as biodiversity loss, land degradation, and climate change.

Throughout 2020, several global events significantly influenced environmental conservation, culture, and society. Notable events included:

United Nations Decade on Ecosystem Restoration: In June 2020, the United Nations launched the Decade on Ecosystem Restoration, a global initiative spanning ten years. Its mission is to prompt the rehabilitation of ecosystems, including forests, wetlands, and grasslands, that have suffered degradation or loss. The Greenpop Foundation proudly supports this initiative and commits to intensifying its involvement in tree-planting campaigns and the promotion of sustainable living.-

Global Climate Movement: Despite the pandemic's challenges, the Global Climate Movement gained momentum in 2020. Millions worldwide participated in online protests and demonstrations to raise awareness about climate change and advocate for policy changes addressing environmental issues. Our commitment to raising awareness about these climate marches and other pivotal environmental moments remained steadfast, as evidenced by our Bright Green News mailers. Progress is being made.

Despite the formidable hurdles presented by the pandemic and lockdowns, Greenpop continued in its mission to plant trees, nurture communities, and empower environmental stewards across Sub-Saharan Africa. We supported restoration with the Platbos Forest, Mulanje Mission Hospital, and the Cape Parrot Project. Our dedicated team ensured our programs continued to make a meaningful impact. We remain unwavering in our commitment to global initiatives like the United Nations

Decade on Ecosystem Restoration and the Global Climate Movement. We are eagerly looking forward to continuing this vital work in 2021.



MISHA TEASDALE
GREENPOP CEO

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